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(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(54) Title: SYSTEM AND METHOD FOR IDENTIFYING AND MEASURING PERFORMANCE DISCREPANCIES AMONG SALES TERRITORIES
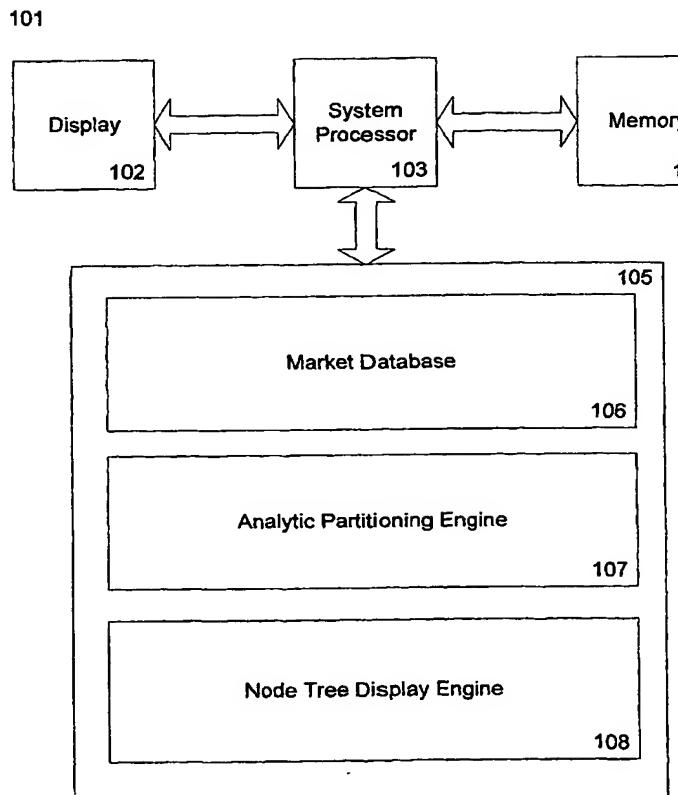
(57) Abstract: A method and system for measuring performance discrepancies among sales territories is provided utilizing a recursive partitioning analysis of summarized market data wherein the summarized market data is partitioned into a plurality of nodes for identifying significant segmentation variables. The method and system provides for bridging market data with each partitioned nodes; an retaining an association between market data and each partitioned node as an additional segmentation variable for additional recursive analysis.

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